

Message Text

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PAGE 01 JIDDA 03786 020904Z

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ACTION EB-05

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R 020650Z JUL 74

FM AMEMBASSY JIDDA

TO USDOC WASHDC

SECSTATE WASHDC 7740

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

USINT DAMASCUS

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMCONSUL DHAHRAN

UNCLAS JIDDA 3786

STATE FOR EB/OCA LAKAS; KUWAIT PASS DOHA AND MUSCAT

E.O. 11652: NA

TAGS: BEXP, SA

SUBJECT: PROPOSED FY 1976 TRADE EVENTS SCHEDULE

REF: (A) STATE A-4533; (B) KUWAIT 2671; (C) JIDDA 950;

(D) JIDDA 1021; (E) JIDDA 220

1. COMPLETELY CONCUR IN COMMENTS KUWAIT (REF B).

2. OF EVENTS INDICATED FOR SAUDI ARABIA, HEALTH CARE TRADE FAIR AND ENERGY SYSTEMS TRADE MISSION LOOK GOOD. CANNOT COMMENT ON "SPECIALIZED INDUSTRIAL MACHINERY" AND "SALES OPPORTUNITY IDENTIFICATION" TM'S AS WE DO NOT UNDERSTAND WHAT IS INVOLVED. CATALOG SHOWS--PARTICULARLY FOR THEMES SELECTED--SIMPLY ARE NOT APPROPRIATE VEHICLE FOR TRADE PROMOTION IN SAUDI ARABIA.

3. FEEL WE MUST POINT OUT YET AGAIN THAT CHALLENGE OF EXPANDING U.S. SHARE OF THE MARKET HERE IS NOT ONE OF UNCLASSIFIED

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PAGE 02 JIDDA 03786 020904Z

DOING SELLING JOB ON THE SAUDIS, BUT OF INSURING ADEQUATE

SUPPLIES OF U.S. GOODS AND SERVICES TO FEED THE DEMAND WHICH ALREADY EXISTS. TO TAKE A CONCRETE EXAMPLE, IT WOULD APPEAR TO BE A FAR MORE EFFECTIVE ALLOCATION OF RESOURCES IF ALL COMMERCE MONEY AND MANPOWER REQUIRED FOR ONE TRADE MISSION HAD INSTEAD BEEN DEVOTED TO ENGINEERING A POSITIVE RESPONSE (INCLUDING IF NECESSARY COORDINATING A CONSORTIUM OF SUPPLIERS) TO THE \$65 MILLION TENDER FOR UNIFORMS REPORTED LAST WINTER (REF E). WE CANNOT EXPECT THE SAUDIS TO GET EXCITED ABOUT WHATEVER CATEGORIES HAPPEN TO BE CURRENTLY ON THE TOP OF OUR GLOBAL TARGET INDUSTRIES LIST; WE MUST BE ABLE TO RESPOND TO THEIR REPEAT THEIR REQUIREMENTS AS THEY EXIST.

AKINS

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